

City of Milpitas
455 E. Calaveras Boulevard
Milpitas, CA 95035

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PERMIT NO. 004



It's your business, Milpitas.

DON'T THROW IT AWAY!

RECYCLE AND SAVE!

Easy Recycling Steps:

- Be sure to flatten your cardboard. Flattening boxes allows the maximum amount of materials in your recycling bin.
- Packaging materials such as shrink wrap and Styrofoam are accepted as part of your recycling program. Clean plastic bags, paper bags and molded Styrofoam are acceptable as well.
- Do NOT put bubble wrap and "packing peanuts" in the recycling bin. They are not recyclable.
- Explain the recycling program to your employees. Their involvement is the key to successful recycling.
- Remember that reuse is just as important as recycling. If your retail business has damaged goods, don't throw them away. Donate them to a charitable organization. For more information, contact the **Center for Development of Recycling** at 1-800-533-8414, www.recyclestuff.org or **Resource Area for Teachers**, 451-1420, www.raft.net.
- For suggestions about how to start a successful recycling program, and a free walk-through audit, call Richard Su, BFI commercial recycling coordinator at 432-1234, x264.
- For information about recycling hazardous materials, please call the **Hazardous Materials Hotline** at 299-7300.

Accepted Recyclables:

- Cardboard
- Mixed paper (newspaper, magazines, phone books and directories, junk mail, brochures)
- Plastic bags, bread bags and clean frozen food bags
- Plastic containers stamped 1-7 ♻️
- Aluminum and bi-metal cans, glass bottles and jars
- Packaging materials (shrink wrap and molded Styrofoam)

Not Accepted:

- Food and food waste left in containers
- "Peanuts" packaging material and loose bubble wrap
- Restroom waste paper
- Glass panels and fluorescent light bulbs

Printed on recycled paper.



The Buddy System Makes Recycling Work For Milpitas Businesses



How do you guarantee superior customer service? **Teamwork.**

If you are a commercial business in Milpitas and need help with any aspect of your recycling or garbage program, the answer is just a phone call away.

Your BFI driver works hand in hand with a Customer Service Representative to make sure all of your questions are answered and all of your problems are solved.

"We call it the buddy system," said Elizabeth Acosta, Customer Service Supervisor at BFI. "A driver is teamed up with one of our Customer Service Representatives to make sure businesses in Milpitas have the best service possible."

The system covers all service issues. For example, a driver might notice a trash container that always has recyclable items in it. The driver will document this and contact his customer service "buddy" with the information. The Customer Service Representative will forward this issue to the Milpitas Recycling Coordinator, who will contact the customer to talk to them about the various recycling programs available.

"The buddy system is a good way to resolve a variety of issues for our customers," said Richard Su, BFI Milpitas Recycling Coordinator. "It also helps us deal with these issues in a timely manner."

Call your BFI customer service representative today! 432-1234.

It's your world, Milpitas. Don't throw it away!

Waste Reduction Award Program (WRAP)

Apply to Receive the Recycling Recognition You Have Earned



WRAP provides an opportunity for California businesses to gain public recognition for their outstanding achievements to reduce waste. Does your business reduce, reuse, and recycle? Does your business buy recycled products, work to reduce packaging waste, and educate employees about reducing waste? Yes? Apply for a WRAP award and get the recognition you deserve!

Successful applicants receive a certificate from the California Integrated Waste Management Board along with a camera-ready WRAP emblem. Businesses do not compete against each other. Each business is judged individually based upon its own accomplishments. Winners can use the emblem as they wish — on products, advertising, and promotional materials.

For more information, contact the California Integrated Waste Management Board at www.ciwm.ca.gov/wrap.

A Legacy We Can Do Without

What happens if you don't recycle? If recyclable items go into your garbage can instead of the recycle bin, they can have a long life expectancy. Here are some examples:

- Plastic bags won't decompose for 10-20 years.
- A glass bottle will take up to one million years to decompose.
- An aluminum can will take 80-100 years to decompose.
- Inkjet and laser cartridges take 20-30 years to decompose.

Please think carefully about your choices, and remember to recycle.



Recycle Unwanted Cellular Phones

AT&T Wireless recently introduced an enhanced national recycling program: **AT&T Wireless Reuse & Recycle**. Consumers are encouraged to take unwanted cellular phones, accessories and batteries to any AT&T Wireless retail store for recycling, regardless of manufacturer or carrier. Visit www.attws.com/our_company/cars/recycle_program.jhtml for more information or to find a participating AT&T Wireless retail store near you. You may also visit www.donateaphone.com for other options.



There Might Be Cash In Your Trash!

To help your business recycle more and possibly save money by recycling, large volume generators (both trash and recycling) can arrange to have BFI audit your waste at the landfill. BFI can provide suggestions to increase your recycling. This is a free service! Please call 432-1234 x 264 to schedule your audit today.

Close the Recycling Loop — Buy Recycled

A product with recycled-content has been remanufactured from another product. Some recycled-content products are made with a large percentage of recycled material, some have very little recycled content. Look for products labeled with the solid three chasing arrows symbol ♻️ and, when you can, look for products made with Post Consumer Waste (PCW) content. PCW items are manufactured from products that were used, collected from the consumer and then recycled into a new product.

When you purchase new recycled-content products, you are closing the loop by bringing materials full circle from old product to new product! This one purchasing decision takes a small amount of time and has big returns:

- Conserves natural resources
- Reduces waste and pollution



- Conserves energy
- Creates new jobs and makes operations more cost efficient and competitive
- Builds demand of markets for recycled materials to use in manufacturing, thus reducing the cost of recycling and recycled-content products.

Remember to check product descriptions and look for the recycling arrows in catalogues. Products with recycled-content usually have ♻️ to tell you their content. Look for the highest percentage of post-consumer recycled content you can find. And, let buyers and manufacturers know that your company prefers products made from recycled materials.

On-line Business Facilitates Reuse

Lisa Gautier of San Francisco made a donation to a nearby school a few years ago never dreaming it would be the start of an on-line business.

Excess Access matches postings for non-cash donations of business and household items to "wish lists" from nonprofit agencies. More than 10,000 customers nationwide use the Excess Access website.

"Our two goals are to supply charities and to keep useful items out of overflowing landfills," Gautier said of the company she founded in 1998.

"Businesses come to our web site if they have old furniture, equipment, supplies, etc. they'd like for nearby nonprofits to pick up and put to use," she explained. Nonprofits are alerted by e-mail to reserve the donations on a first-come, first-served basis.

"Business donors don't have time to call thousands of charities in the Bay Area to find out who needs what and when," she said. "We offer a convenient, automated system for offices, stores, restaurants and manufacturers to post what they had available privately."

There is a \$10 annual, flat processing fee for businesses, which covers administrative and outreach costs. For this fee, businesses get unlimited use to post as many surplus items as they have throughout the year.

Postings are reviewed by the Excess Access staff, which consists of stay-at-home parents, student interns and homebound seniors.

If you would like more information about Excess Access, visit their web site at www.excessaccess.com.

E-waste Recycling

Fact: Cathode Ray Tubes (CRTs) typically found in television and computer monitors contain up to seven pounds of lead.



E-waste is a popular name for electronic products at the end of their "useful life." Yesterday's computers, televisions, VCRs, stereos, cell phones, copiers and fax machines are making their way to landfills by the ton. Many of these products can be reused, refurbished or recycled. Unfortunately, electronic discards are

the fastest growing segment of our nation's waste stream.

In addition, some researchers estimate that nearly 75 percent of old electronics are in storage, in part because of the uncertainty of how to manage the materials. Combine this with increasing advances in technology and new products headed towards the market and it is no wonder that e-waste is the latest recycling topic.

California banned computer and television monitors as hazardous materials from landfills and incinerators, which gave recycling businesses an economic jumpstart to start accepting CRTs. "Producer take-back" rules are required in 24 California cities and non-profit groups now receive increased donations from electronic producers.

But with less than 10% of consumer electronics now recycled there needs to be greater consensus on how to encourage increased recycling. The debate centers on who is responsible: manufacturers, retailers, consumers, waste handlers or all

Thank You!

Adaptec, Crowne Plaza, and Value Outsourcing

These Milpitas businesses contributed valuable time and talents to help promote the City of Milpitas/BFI Commercial Recycling Program. The City of Milpitas and BFI Waste Services appreciate this personal touch from businesspersons who actively support recycling diversion in their companies.

We won't name them here, but want you to know that everyone shown in program newsletters, on posters, and in advertising are real people who